CLAIMS:

SUB A1

1. Method for providing a surface of an article with a decoration or text, characterized in that at least a region-wise optically modified cholesteric liquid crystalline layer is transferred onto the surface of the article in a transfer operation.

2. Method as claimed in Claim 1, in which the liquid crystal layer is transferred by means of a transfer foil which includes a carrier and the cholesteric liquid crystalline layer.

3. Method as claimed in Claim 2, in which the cholesteric liquid cristalline layer is releasably disposed on the carrier..

4. Method as claimed in Claim 1, in which the cholesteric layer has a cholesteric reflection band which has been region-wise modified.

5. Method as claimed in Claim 3, in which the region-wise modification of the cholesteric reflection band has been carried out by exposure to UV radiation.

6. Method as claimed in Claim 4, in which the region-wise modification of the cholesteric reflection band has been followed by a curing treatment of the cholesteric layer.

7. Method as claimed in Claim 2, in which the transfer foil is arranged into an injection mold which has the form of the article and that a polymer melt is injected into the mold at elevated temperature.

8. A method as claimed in Claim 7, in which the transfer foil comprises a carrier foil on a surface of which are arranged a release layer, the cholesteric liquid crystalline layer, and an adhesive layer.

9. A method as claimed in Claim 1, in which the decoration is a holographic image.

10. An article having transferred onto a surface of it a region-wise optically modified cholesteric liquid crystalline layer.

11. An article as claimed in Claim 10, characterized in that the layer comprises an holographic image.

12. A method as claimed in Claim 1, in which the material of the layer cholesteric liquid cristalline is oriented in such a way that the axis of the molecular helix of the cholesterically ordered material extends transversely to the layer, wherein the method comprises the steps of:

a) providing a layer of a cholesterically ordered material comprising a quantity of a convertible compound which in its non-converted and in its converted state determines the pitch of the cholesterically ordered material to a different extent, in which the conversion of said compound may be induced by radiation,

b) irradiating the layer in accordance with a desired pattern so that at least a part of the convertible compound in the irradiated parts of the layer is converted,

c) polymerizing and/or crosslinking the cholesterically ordered material to form a three-dimensional polymer.

13. A method as claimed in Claim 12, characterized in that irradiation in accordance with step b is performed such that the irradiation dose is different for at least two different areas of the layer.